

Becka Butler



MEDIA KIT
2020



Hello!

I'm Becka; a 31 year old mama from a far western suburb of Chicago. My style? Like I'm talking to my best friends; high-quality content in laid-back conversational style complemented by images of our raw & real life.

As a blogger and social media influencer I've had the opportunity to work with some fantastic brands. As my following has grown I've chosen to become more selective about who I partner with to ensure my followers know I'm serious about loving the products/brand and to be true to myself and my brand.

As you explore my media kit you'll find all of the information you need to determine if we are a fit for a collaboration. I can't wait to hear back from you on how we can make this partnership happen!

The Blog

In 2011 I started my very first blog: The Lightbulb. It was dedicated to my journey as a teacher of high school aged students who had Autism. I shared all of my unique social & life skill materials.

As time has gone on, I've gotten married, experienced infertility and become a mother of triplets plus one. I've had a blog as I went through each of those journeys. Today my blog, My Mom Wife Life, is a one-stop-shop for all things motherhood: kid meals, play, education and learning for little ones, and simplifying our life and home.

New posts are scheduled Monday and Thursday, covering the various topics mentioned above! My blog posts often are accompanied by an Instagram Live which I splice and add to the bottom of the blog post.

Currenty My Mom Wife Life is in it's infancy and just being promoted and pinned by me. Stats are low because of this.



Statistics

56

monthly
unique
visitors

90

monthly
page views

3

subscribers





Social Media

I am growing a following interested in motherhood of young children, simplifying their lives, and meal inspiration for little ones. I share real and honestly with my followers. I want them to feel that I genuinely desire to share with them and sincerely like the advice, ideas, or products I'm sharing.

I take pride in my followers knowing I'm honest and selective in all that I share with them. They also know they can find real opinions and glimpses of my motherhood in temporary stories.

Social Media Following



6.4K



840



264

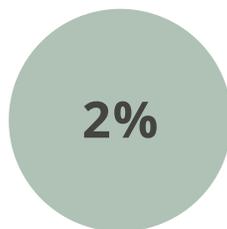


5.7K



479

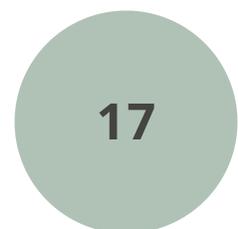
Instagram Statistics



Engagement
Rate



Average Likes



Average
Comments

Who Follows Becka?

Women, aged 25 - 34
Primarily based in the USA

Price List

Social Media Endorsement

This endorsement includes posting to multiple social media platforms: Instagram, Facebook, & Twitter. I will also pin the images from the Instagram post to Pinterest.

\$30 per post

Instagram Stories

*\$10 for a stand-alone story;
\$5 for an add-on to a social media endorsement*

Blog Post Endorsement

Blog posts include an article written by me and link(s) to your product(s). All of my blog posts are pinned to my Pinterest account.

\$30 per post

**Prices are negotiable & if the collaboration is the right fit I will consider product-for-post compensation*



@mymom_wife_life





Contact Becka

Let's collaborate! I can't wait to work with you.

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Instagram	@mymom_wife_life